

Amplify your brand with **Wood Mackenzie**

Media kit 2025



Amplify your voice in the energy revolution

Partner with Wood Mackenzie's premier podcasts

In today's fast-paced energy landscape, where decisions are made at the speed of market shifts and industry transformation happens overnight, how do you ensure your brand reaches the right ears at the right moment? The answer lies in the power of podcasts – and specifically, in aligning your brand with Wood Mackenzie's industry-leading audio platforms:

[Energy Gang](#) and [Interchange Recharged](#).

Why podcasts are your gateway to energy industry leaders

Your target audience isn't sitting at their desks waiting for your next email. They're commuting to critical meetings, staying informed during morning workouts, or catching up on industry insights during their downtime. Podcasts meet energy professionals exactly where they are – creating an intimate connection that traditional marketing simply can't match.

With Wood Mackenzie's global reach, your message transcends time zones and geographical barriers, connecting you with decision-makers from Houston to Singapore, from renewable energy startups to Fortune 500 utilities.

Energy Gang



Interchange Recharged



Position yourself at the centre of industry conversations

Energy Gang and Interchange Recharged aren't just podcasts – they're thought leadership platforms where the industry's most complex challenges get the deep-dive treatment they deserve.

When you align your brand with the shows, you're positioning yourself alongside Wood Mackenzie's renowned analysts as a go-to industry voice. You are part of the timely commentary that shapes market understanding and influences global decisions.

Smart investment, lasting returns

While traditional advertising fights for attention in crowded digital spaces, podcast sponsorships and custom podcast episodes deliver your message to a captive, engaged audience.

Sponsored podcast episodes are evergreen assets, your investment continues generating downloads and building brand awareness months – even years – after the initial air date.





Energy Gang

Hosted by Ed Crooks

Predicting the future of energy has become more challenging than ever. The energy landscape is undergoing a seismic shift, driven by rapid advancements in evolving policy frameworks, technology and innovative financing models. How can we stay ahead of the curve?

Enter the Energy Gang podcast, hosted by Ed Crooks, Vice-Chairman of Energy, Americas. Every two weeks Ed brings together a dynamic roster of industry leaders, academic experts, and policy insiders to dissect and analyse the most impactful stories in clean tech, investment, and energy policy.

The podcast is regularly ranked in the top clean energy podcasts globally and featured in trade press and media. The series has a loyal, engaged global audience with a significant footprint in the US (approx. 70%).

At a glance

48k+

Apple Podcasts followers

29k+

Spotify followers

56k+

Avg. downloads per month



Interchange Recharged

Hosted by Sylvia Leyva Martinez

Innovative technology. Green finance. Forward-thinking policy. These are the three forces driving our global energy transition — and at their intersection is where we bring you Interchange Recharged.

Sylvia Leyva Martinez, Director, North America Utility-Scale Solar at Wood Mackenzie, is joined every two weeks by experts and industry leaders for in-depth discussions on issues around technology, funding, and policy driving the energy transition forward. From solar innovations to grid-scale storage, from funding models to international climate agreements, Interchange Recharged brings you the insights you need to understand the clean energy future.

A leading global cleantech podcast, with an engaged global audience with a significant footprint in the US (approx. 70%)

At a glance

20.5k+

Apple Podcasts followers

9.7k+

Spotify followers

16.5k+

Avg. downloads per month

Episode sponsorship

Align your brand with the most popular podcasts in the energy industry and Wood Mackenzie's most engaged and loyal audience. Reach a global audience and increase brand awareness.

Key deliverables

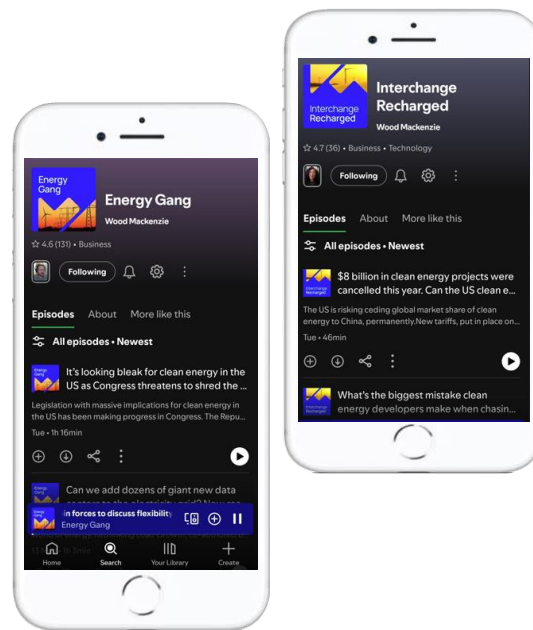
Energy Gang:

- ~56k listens per month
- Pre and mid-roll ad delivered by host during each episode
- Promotional text and sponsor URL included in episode descriptions and podcast landing page

Interchange Recharged:

- ~16.5k listens per month
- Pre and mid-roll ad delivered by host during each episode
- Promotional text and sponsor URL included in episode descriptions and podcast landing page

All podcast activity is promoted across our social channels which include LinkedIn, X and YouTube, and total over 486k followers.



Custom episodes

Audio storytelling is a unique medium, not to be taken lightly. We will work with you to develop an impactful narrative to share your company's story with the most popular podcast. Reach a global, engaged audience, showcasing your expertise and brand.

Key deliverables

- Recorded conversation(s) with your subject matter experts and/or customers edited into an approximately 30-minute episode
- Wood Mackenzie team works with you to develop the most compelling narrative for the audio format
- Video short shared for promotion on your social channels
- Promoted through our social channels – LinkedIn, X and BlueSky (2x posts) and within a weekly newsletter email to our global distribution list (+30k)
- Promotional text and client URL included in episode notes

All podcast activity is promoted across our social channels which include LinkedIn, X and YouTube, and total over 486k followers.



Podcast opportunities at our 2025 events

Raise brand awareness and reach new audiences by featuring on our popular special episodes, recorded live from Wood Mackenzie's global conferences

Key deliverables

- We're happy to offer bespoke pricing for packages and events. Get in touch to find out more
- Sponsor our special series recorded at the event and feature on a bespoke episode
- An opportunity to share your key messages with a wide audience
- 30 minute episode hosted by our series host (topic and key messages to be jointly agreed), recorded during the event
- Your branding will feature on the special episode assets and be included on our event networking app
- Sponsorship will also give you access to pre-conference attendee list
- Two (2) conference passes for sponsoring company representatives (includes all networking activities)
- Discount code (on full price tickets) supplied for your clients



Podcast opportunities – 3rd party events

Raise brand awareness and reach new audiences by featuring one of our series at your event.
Learn more about external events sponsorship

Should you wish to consider welcoming either of our podcasts, Interchange Recharged and Energy Gang to raise the profile of your event, then please do get in touch for an exploratory conversation.

We're happy to offer bespoke pricing for packages and events. Get in touch to find out more.



Inside Track newsletter sponsorship

Align your brand with Wood Mackenzie's 'Inside Track' weekly newsletter which showcases insight and views from Wood Mackenzie's thought leaders and industry experts including Ed Crooks, Simon Flowers and Gavin Thompson.

Key deliverables

- Weekly sponsorship of the Inside Track newsletter targeted at +30k global multi-industry professionals
- Customised company logo, text and link to a URL of your choice within the email footer banner



Get involved

We know you've got a story to tell. We're here to help you tell it.

Creative Strategies clients of Wood Mackenzie have consistently found that working with us perfectly meets their goals of both reaching key decision makers and aligning their brand with the highest calibre of power industry thought leaders and analysts.

Contact our general mailbox with any queries creative.strategies@woodmac.com or reach out to our Sales team directly.



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